



Shared Services & Outsourcing Week

October 20 - 22, 2025 | Bogotá, Colombia

The Role of Data in Redefining Employee Experience in LATAM Shared Services Centers

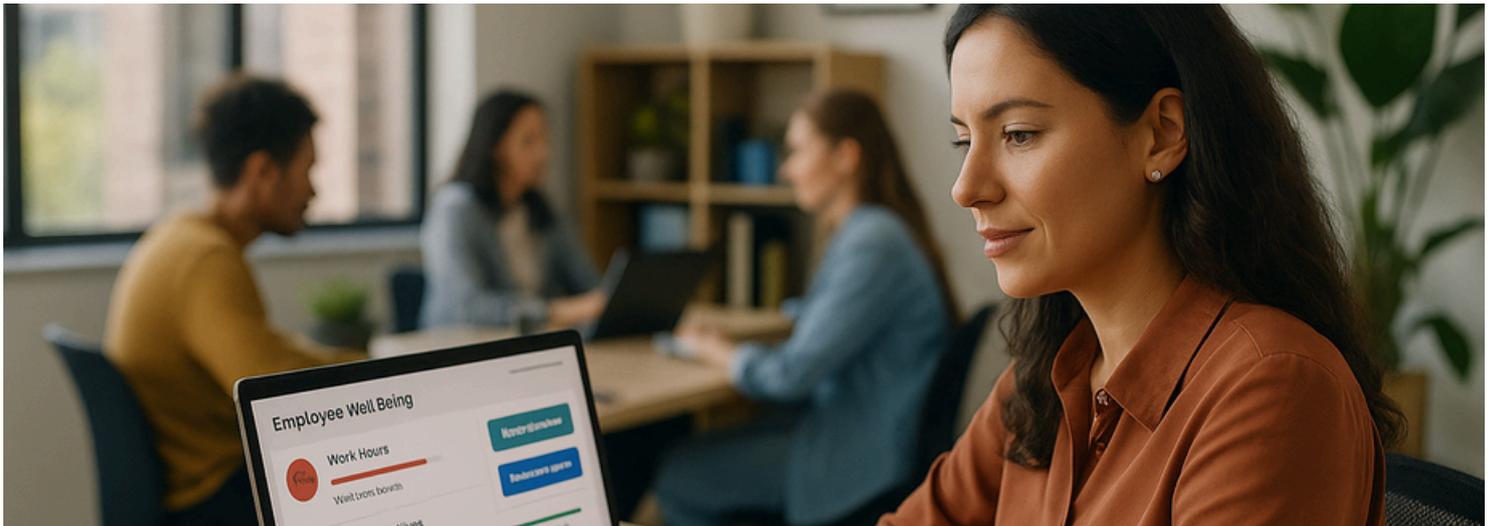
PEOPLE-FIRST, POWERED BY DATA:
INSIDE THE NEW LATAM SHARED SERVICES MODEL





Introduction

Mexico City, 8:00 AM – At a bustling shared services center, an HR manager scrolls through her dashboard – not just KPIs, but a real-time pulse of her team’s well-being. One employee has been working long hours and skipping wellness breaks; another hasn’t used their learning stipend. With a few clicks, she nudges one to take vacation and recommends a course to the other. Across Latin America, this kind of data-powered management is becoming a hallmark of how SSCs redefine employee experience and keep their people happy – and loyal.



From Bogotá’s financial hubs to tech centers in São Paulo, SSCs have long focused on operational efficiency and number crunching. Today, they’re just as focused on engagement and retention. With Mexico and Colombia now leading LATAM in skilled talent availability – and Mexico recently overtaking Brazil in digital talent – **employers are navigating a more competitive landscape**. As top-tier talent becomes more accessible and mobile, expectations for meaningful work, flexibility, and personalized support are rising. Skilled professionals increasingly evaluate SSCs not just by salary, but by the quality of the employee experience they offer.

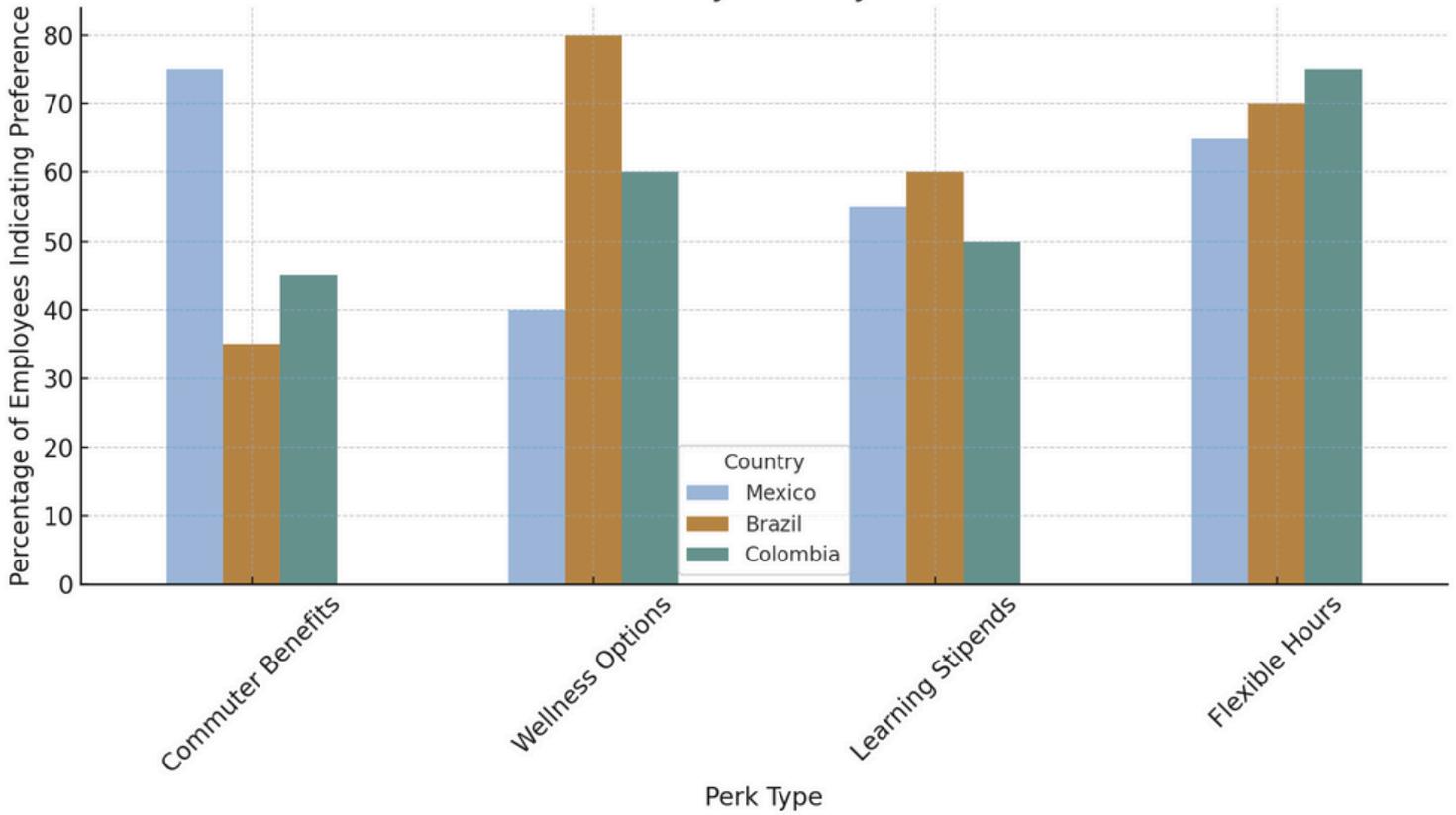
Employees want flexibility, personalized support, and workplaces that understand their needs. Meeting those expectations requires more than instinct – it requires data. SSC leaders are now using insights from HR systems, surveys, and digital tools to personalize the work experience at scale.

This article explores how LATAM’s shared services centers are leveraging data to tailor benefits, drive engagement, and create adaptive, people-first environments. From global platforms like Workday, SAP SuccessFactors, and Qualtrics – which enable everything from personalized benefits delivery to sentiment analysis and real-time workforce insights – to regional innovations such as Mexico’s Apptitud Smart HR dashboard, LATAM SSCs are using data to turn employee experience into a strategic advantage. In Brazil, predictive analytics are helping teams identify burnout risks before they surface; in Colombia, local startups are embedding AI into onboarding tools to boost early engagement. The result is a powerful narrative of transformation – **one where data is not just about performance, but about people**.



Personalizing Perks & Pay with Data

Perk Preferences by Country in LATAM SSCs



Gone are the days of one-size-fits-all benefits. Today’s SSC employees – especially younger professionals – expect compensation and perks tailored to their life stage and personal needs. In response, companies are leveraging workforce data to offer more personalized, flexible options. Whether it’s identifying popular perks by demographic or customizing incentive plans, **data is helping HR teams move from generic packages to targeted, high-impact rewards.**

Advanced analytics tools like those built into **Workday** or **SAP SuccessFactors** make it possible to spot trends, track usage, and tailor offerings. A survey might reveal that employees in Mexico want commuter benefits, while Brazilian teams prefer wellness options. AI can go further, powering platforms that suggest benefit choices or flag underused programs like counseling or stipends – nudging employees to take full advantage of what’s available. The result is smarter benefit delivery and higher satisfaction across the board.

LATAM innovation is also shaping this space. For example, Betterfly, a Chilean startup, rewards healthy behaviors like walking or meditation with boosted insurance coverage or charitable donations. On the pay side, predictive analytics is helping SSCs craft competitive and fair compensation – especially important in high-talent markets like Colombia and Mexico. By combining data on wages, inflation, and performance, leaders can proactively retain talent with timely raises, bonuses, or growth paths – making pay not only equitable, but also deeply personal.



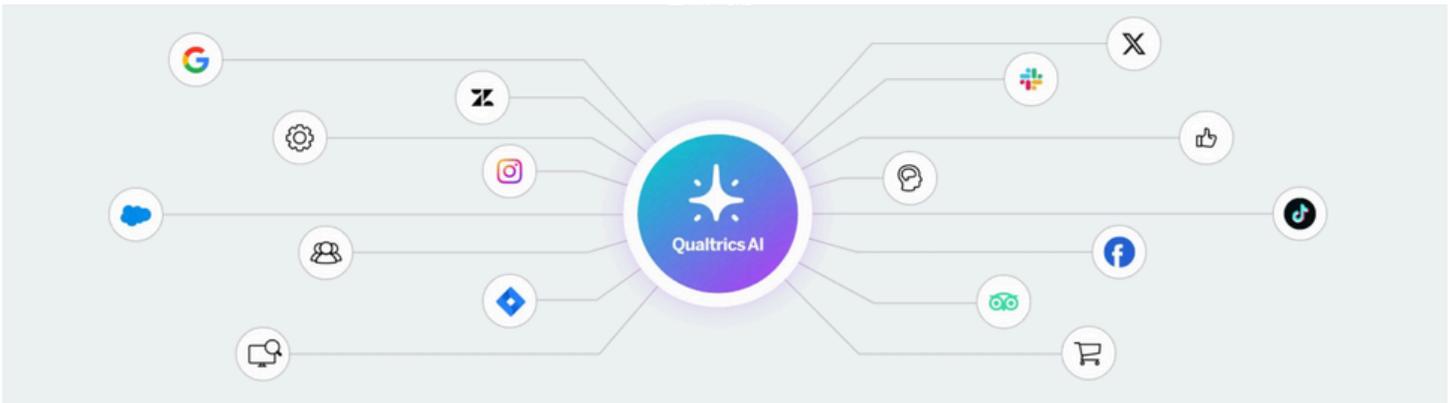


Listening to the Pulse: Data-Driven Engagement and Retention

If benefits and pay are the foundation of employee experience, **engagement and retention are its heart**. LATAM SSCs have grown fast, often staffed by young professionals navigating new roles post-pandemic. In this environment, keeping talent motivated and fulfilled is essential – and data is now a key ally in helping managers understand how their teams feel, and why they might stay or go.



Modern tools like **Qualtrics EmployeeXM** and **Workday Peakon** are replacing old-school surveys with continuous listening platforms. These AI-powered systems analyze feedback in real time to flag risks, trends, or drops in morale. In Bogotá, a center might learn that career growth concerns or rising overtime are driving disengagement – insights that would take weeks to surface manually. In late 2024, Workday added features that suggest manager actions like “schedule growth check-ins,” helping convert feedback into results instantly (Enterprise Times, 2024).



Beyond surveys, organizations are also using behavioral data to gauge inclusion and engagement – from learning platform usage to internal messaging patterns. However, **employee trust is critical**. In a 2024 Qualtrics global study, most workers supported use of work-related data (like email or chat) to improve EX, but drew the line at personal platforms (Qualtrics.com). Transparency is key: employees need to know that data is used to help them, not monitor them.

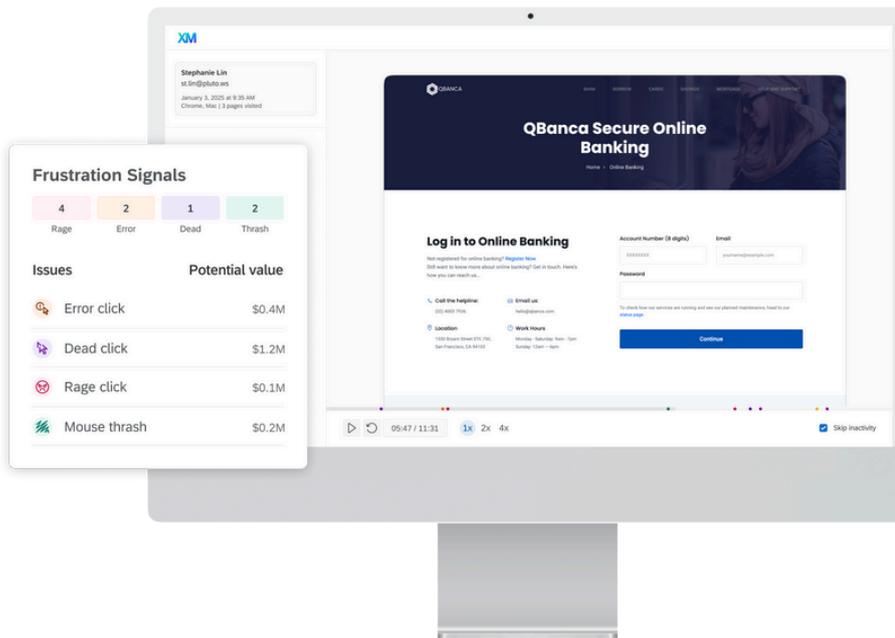


Cultural nuances matter, too. In LATAM’s community-oriented workplaces, social recognition carries weight. SSCs now use tools that track peer shout-outs or praise – turning engagement into measurable, data-backed positivity. Conversely, when data flags risk – such as high female attrition in a Colombian financial services SSC – it can trigger real change. In that case, HR analytics prompted a flexible hours pilot tailored to working parents, which significantly boosted intent-to-stay scores among women in mid-level roles.

Career development also plays a major role in retention. Platforms like **SAP SuccessFactors** help map internal mobility by tracking skills, promotions, and training time. If data shows Bogotá analysts advancing slower than peers in Mexico City, HR can act – say, by introducing mentorship programs. The message is clear: **data doesn’t replace empathy**, but it points leaders to where it's needed most.

Ultimately, data-driven engagement transforms employee relations from annual reviews into **an ongoing, personalized dialogue**. As SSCs across Latin America evolve, the ones succeeding are those treating employees as internal customers – listening often, responding smartly, and constantly improving the experience with data as their guide.

Rethinking Workplaces: Hybrid, Wellbeing, and the Personalized Office



All Across Latin America, SSCs are transforming. Rigid schedules and static offices are being replaced with **hybrid models, activity-based workspaces, and employee-centered design**. LATAM leads globally in hybrid adoption – **72% of companies now offer flexible arrangements**, with Brazil at 86% (JLL.com). Data shows this works: **hybrid employees report the highest engagement and well-being**, even surpassing those who work fully remote (Qualtrics.com).

The challenge now is optimization. SSC leaders use data from **badge swipes, booking systems, and productivity dashboards** to fine-tune how space and time are used. For instance, if Mexico-based teams prefer Tuesdays and Thursdays in-office, leadership can adjust collaboration hours accordingly.





Meanwhile, feedback loops and quick polls are now core to office design strategy. In Colombia, a **global pharmaceutical SSC** used pulse surveys and space usage heatmaps to identify the need for wellness-focused upgrades. The result: newly added quiet zones, biophilic elements like indoor plants and natural lighting, and a flexible team area designed to support heads-down focus. Similar approaches are taking root across LATAM, where companies increasingly let employee sentiment – not just architects – shape the workspace.

Well-being is also being tracked with intention. In Mexico, overwork remains common – with employees averaging just four vacation days per year and often working through them (MexicoBusiness.news). SSCs now monitor burnout risk using **EAP utilization, overtime logs, and pulse surveys**. Some go further, adding wellness nudges or digital detox hours. Latin startups like **Betterfly** are gamifying self-care, turning healthy habits into rewards. And when data shows remote employees miss cultural connection, teams introduce initiatives like coffee chats or social days – proving that **a culture of care and flexibility can still thrive in hybrid setups**.

Conclusion: A New Chapter for Employee Experience in LATAM SSCs



The evolution of employee experience in LATAM's SSCs has shifted from reactive fixes to a **strategic, data-driven movement**. What once focused solely on efficiency now puts people at the center, with leaders using analytics to improve how teams feel, grow, and thrive. Data has moved out of the back office and into the heart of HR conversations—because ultimately, it's about people, not just metrics.

Looking ahead, tools like **Workday, SAP SuccessFactors, and Microsoft Viva** are shaping more personalized work environments. From AI-driven career coaching to predictive models that flag burnout or attrition risk, SSCs are becoming smarter and more human at the same time. Local tech innovators across Mexico, Brazil, and Colombia are adding regional flair to global platforms. But with this power comes responsibility: **trust, transparency, and ethical data use** must stay front and center.

Next Stop: SSOW LATAM 2025

SHARED SERVICES & OUTSOURCING WEEK

As LATAM SSCs continue this journey, the upcoming **Shared Services & Outsourcing Week Latin America (SSOW LATAM)** in **Bogotá, Colombia (October 20 – 22, 2025)** will shine a spotlight on the next chapter of data-driven employee experience and service center transformation. Industry leaders from across the region will convene to explore how analytics, automation, and human-centric design are reshaping the future of shared services. Key conversations are expected on how to **turn attrition into engagement** – for example, by streamlining onboarding and nurturing talent to improve retention from day one – and how to leverage data insights to build a resilient, agile SSC workforce. Attendees will discuss success stories of using AI and analytics to **create more intuitive, supportive workplaces**, without losing the personal touch that keeps employees motivated.

SSOW LATAM 2025 will also delve into the broader **SSC transformation** journey underpinning these efforts. Topics like scaling automation across multiple functions, evolving into Global Business Services models, and driving innovation will be linked back to their impact on the employee experience. In an era where technology and talent strategy must go hand in hand, the event’s agenda will emphasize balancing digital advancement with a people-first approach. For SSC professionals in Latin America – whether in HR, operations, IT, or finance – the conference will be an opportunity to gain practical insights on harnessing data to elevate their teams’ experience and performance. **The themes of this article are set to come alive in Bogotá**, as the region’s shared services community exchanges ideas on how a data-driven focus on people can power the next wave of operational excellence and growth.

SPEAKERS JOINING THE STAGE



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